

Create the path to Innovative Teaching and Learning

You chose to become an educator to make a real difference. For your students. Your colleagues. Your community. If you believe as we do, that creativity can inspire and engage all students, creatED will open a new pathway to making that difference. This is professional learning that transforms teachers into creative leaders and thinkers. It helps you spark students' love of learning. It gives your team new ways to energize and enrich instruction all across the curriculum.

This is a new way to think about, deliver, and sustain professional growth and impact student achievement. Welcome to **creatED**.



Creativity Transforms Teaching and Learning

creatED is a new professional learning initiative from Crayola. It's immersive, engaging, and focused on helping educators ignite their own creativity to spark students' love of learning.

With creatED, you'll have support and training for your teacher-leaders and instructional coaches. They'll learn to build their own and their colleagues' creative capacity and leadership and become the champions who drive powerful transformation.

creatED offers:

- A sequence of onsite **in-person training**, ongoing **coaching** and in-depth **resources**
- Interactive, immersive, theory-to-practice hands-on PD experiences covering the how, why, what, and when to energize and enrich instruction
- A focus on building a joyful learning community

Creativity Drives Everything We Do

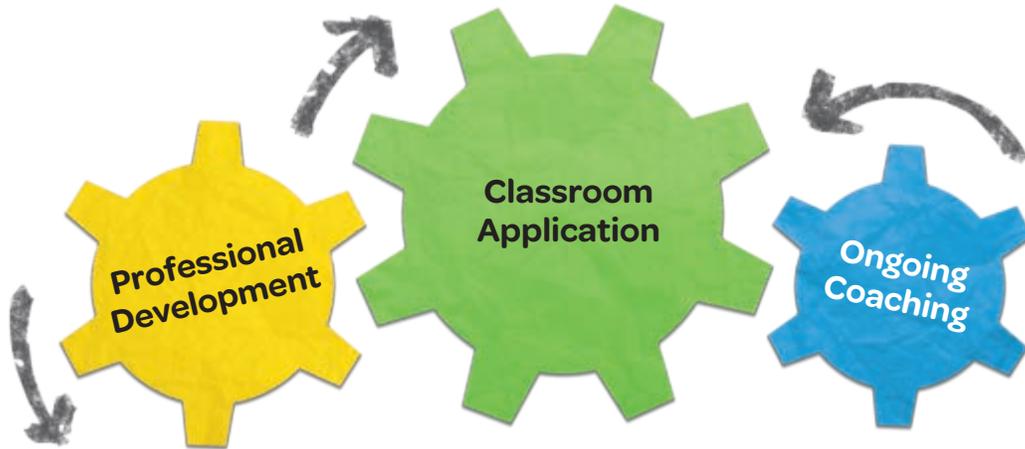
Educators genuinely love Crayola products and resources because they inspire creativity and imagination. For decades, we've worked side-by-side with teachers to bring creativity into the classroom. We've learned from you that art-inspired teaching strategies can give students a way to make their thinking visible.

More than activities, projects or techniques, creatED focuses on a new approach to making an impactful change:

- Teachers learn to innovate and confidently promote **creative problem solving**
- Student-centered learning environments thrive, encouraging student leadership, agency, and voice
- Students become content creators who can express their ideas in a range of media and formats
- School culture inspires and celebrates achievement, creative thought, and collaboration for all



created at a Glance



Onsite Training

Two to three days of onsite training each year for teacher-leaders, coaches, administrators, and school improvement teams.

Implementation Resources

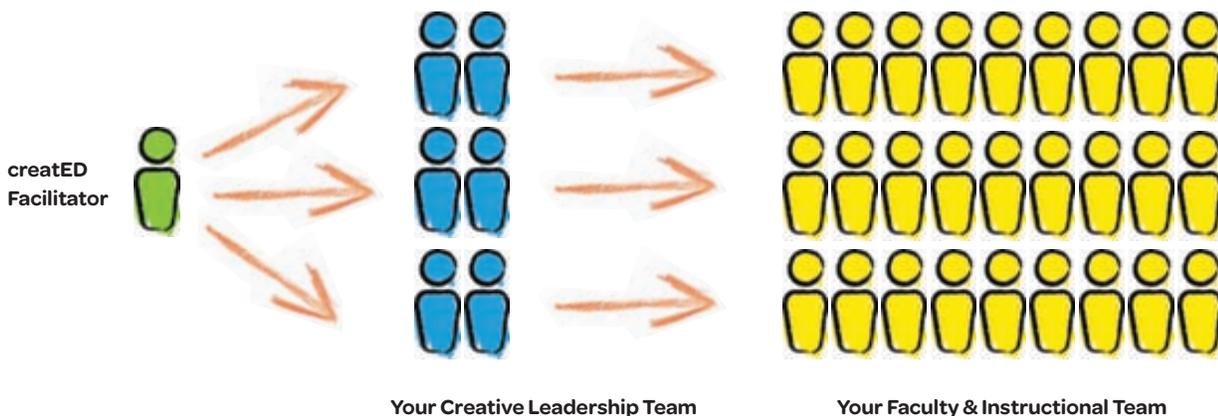
An online repository of resources, classroom application ideas, project-based learning materials, and more, so teams can redeliver to colleagues and school faculty.

Remote Coaching

Ongoing support and guidance for program participants through consultancies and virtual collaborative sessions.

The creatED Implementation Model

Our train-the-coach model builds the creative and leadership skills of your team, so they can launch and sustain systemic transformation with confidence.



Building Your Creative Leadership Team

Your Creative Leadership Team is a key component of program success. You can launch a new team, or transform an existing working group or professional learning community. creatED adds focus, purpose, and a shared commitment to inspire collaboration and results.



Principals

Teacher Leaders

Arts Specialists from School & District Offices

Parents & Students

PD & Curriculum/ Instruction Specialists

Instructional Coaches

Strategic Planning

Builds a Path To Success

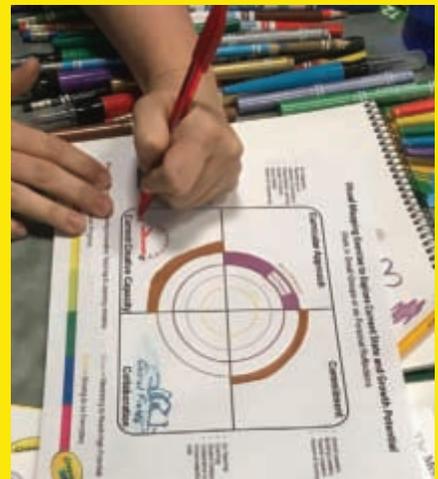
Customized Planning and Program Design

Working with the creatED Innovative Teaching and Learning Manager, you can choose specific content focus areas and individualize PD content to meet your district's specific goals.

Whether you are “Blasting Off” and just starting your transformation or reaching “Gold Status” as you deepen your creative strategies, creatED can support you and your team at any point on the innovation continuum.

Program Content is Customized to Include:

- Inquiry-Based Art Integration
- Project-Based Learning
- STEAM
- Multi-Literacy Approach
- Studio Culture School-Wide
- Parents & Community
- Cross-Curricular Planning
- Coaching



A Research-Based Model for Sustained Transformation

We help schools build creative capacity using an integrated approach to professional learning. creatED emphasizes theory, practical strategies and techniques, and ongoing support to help educators use creativity and design thinking catalysts for change. Our approach is built on best practices for adult learning. Research with creatED participants reinforces the success of the program and its lasting impacts as teachers are empowered, confident, and skilled in using creativity and collaboration to build joy-filled, achievement-producing learning communities.



School-Wide Creative Capacity and Professional Learning

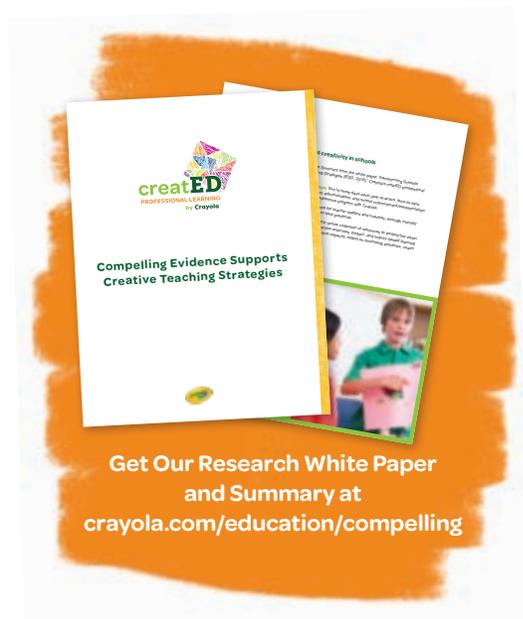
- Understanding how and why creativity and creative leadership can transform teaching and learning
- Using collaboration to explore and articulate shared goals and vision to build creative leadership and capacity
- Tapping the power of informed, consistent reflection
- Building systemic, institution-wide pathways for implementation and transformation
- Using creativity to inspire and engage students as they connect new ideas to the real world

Student Agency and Teacher Leadership

- Enabling voice and agency for students and teachers alike, used to solve challenges creatively and collaboratively
- Defining clear roles for every member of the creative leadership team
- Creating formal and informal leadership opportunities
- Sharing best practices for colleague-to-colleague support

Building Peer Collaboration and Growth Mindset

- Learning from and with peers with a focus on professional practice
- Making transformation possible and practical:
 - Listening actively
 - Communicating without judgement
 - Creating a safe, supportive climate that values diversity and trust
 - Celebrating successes
 - Accepting mistakes
 - Using reflection as catalyst for collaboration with classroom teachers



Multidisciplinary Instruction and Project/Inquiry-Based Learning

- Integrating art activities and art-inspired teaching strategies across the curriculum
- Using project- and inquiry-based learning to boost students' design thinking and problem-solving skills
- Adding art to STEM to make meaningful connections across science, technology, engineering, arts, and math learning
- Tracking progress with an organized, structured, and benchmarked change process
- Empowering teacher leaders and all instructional staff to add joy and creativity into every learning day



An Integrated Program of In-Person and Online Professional Learning

Onsite Learning Days, Follow up Consultancies and Digital Educator Community

Your leadership team participates in live, onsite training that is then reinforced by a series of coaching and content-focused consultancies, and access to the creatED digital community. These sessions prepare them to provide professional learning to your staff and faculty to roll out creatED teaching and learning strategies and resources.



Consulting Services

Our team of creatED trainers and master teachers provide ongoing support and advice to help your Creative Leadership Team use their new skills and insights in the classroom. Consulting services are available and typically include teleconference meetings and work sessions.

We can work with you to address:

- **Classroom Application**
- **Supporting PD Redelivery and Intentional Collaboration**
- **Stakeholder Engagement**

Observation Protocols and Coaching Guidance

You'll receive a comprehensive Observation and Coaching Protocols Resource Guide to use as your team delivers training and coaching to your faculty and staff. We'll also provide support as needed to help your team address questions and challenges as they arise.

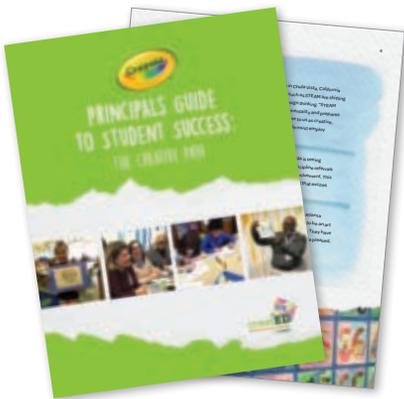
Tools and Resources

Enriching Participants' Experiences

1 Teacher Reflection Journals

Every participant receives the *Creative Leadership* and *Multiliteracies Reflection Journals*. The Journals are immersive, 100+ page personal workspaces designed to inspire deeper thinking and leadership capacity. They include interactive pages to help every educator visualize new teaching strategies and spark meaningful conversations.

- Essential Questions
- Reflective Prompts
- Classroom Application Project Starters
- Planning Templates
- Sample Rubrics



2 Principal's Guide to Success

This resource provides principals with practical steps to art integration, creative team building, and approaches to transforming teaching, learning, and school culture. The guide features the stories and voices of innovative principals who have participated in creatED and have made remarkable progress in realizing their goals for improving school culture, boosting student engagement, and achieving measurable gains in student achievement.

3 Collaboration & Coaching Supports

These tools strengthen the development implementation of successful coaching protocols, an essential element of the creatED approach. The Coaching Metaphors game is a collaborative simulation of authentic coaching scenarios and it gives educators the opportunity to “practice” effective coaching techniques with colleagues.



4 The creatED Educator Community

This online site delivers ongoing, on-demand support through monthly webinars, collaborative conversation sessions, and a dynamic repository of resources. This gives educators consistent, job-embedded learning, as they participate in the creatED program.



The Topics that Matter for 21st Century Learning

creatED offers three full-day PD sessions, focused on Leadership, Literacy, and STEAM. You have the option of planning one, two or three-year sequences. Our team will work with you to customize a program that best meets your needs, objectives, and scheduling preferences.

Creative Leadership

Creating the Vision, Embracing Innovative Teaching Strategies

- Building Creative Capacity School-Wide
- Designing Creative Leadership Teams
- Crafting School-Wide Vision
- Creating a Culturally Responsive Learning Environment

Literacy

Multiple approaches to Literacy: Written, Visual, Math and Digital

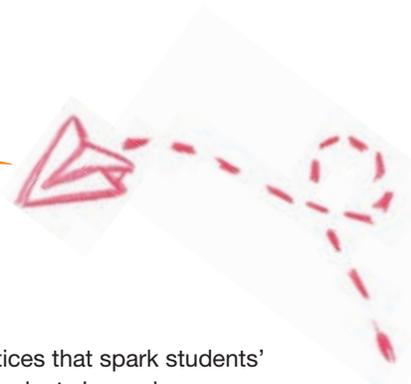
- Literacy Draws Upon Art
- Reading Art Enriches Writing
- Making Stories Visible
- Math as a Visible Language
- Power of Art to Reverse Stereotypes
- Bringing Non-fiction to Life

STEAM

Project-Based Learning for 21st Century Learners

- STEAM and Design Thinking
- Unplugged Coding: Convey Meaning with Visual Patterns
- Game Challenges Using Cross-Curricular Games
- Solving Real World Problems with Innovation

creatED Works for Educators and Students Alike



When your leadership team participates in creatED, you open a world of innovative teaching practices that spark students' love of learning. As educators learn to use creativity to connect abstract ideas to the real world, students have clear purpose and ownership in their learning. creatED focuses on:

- Theory-to-practice professional learning strategies and techniques
- Art-inspired teaching strategies
- Real-world concepts, skills, and connections
- Resources that teachers can use year after year
- Practical tactics for using and teaching the skills of design thinking, visible thinking, project-based learning, and art integration
- Creative ways to engage, inspire, and support every learner

Students

- Express learning and knowledge in meaningful ways
- Learn skills for 21st century careers
- Deepen understanding of concepts across the curriculum

Administrators

- Learn to use creativity to transform school culture and climate
- Celebrate the results of creative thinking
- Empower teachers and students to think creatively to solve challenges

Teachers

- Learn to use their creative skills to energize instruction
- Overcome creative barriers and blocks
- Leverage subject-area expertise in new ways



Partner with Us for Powerful Professional Learning

Educators who have participated in our hands-on workshops and programs have continued to ask us to design a more robust, comprehensive program to help them harness the power of creativity every school day.

These requests and our work with the President's Committee on the Arts and Humanities: Turnaround Arts Initiative, the Partnership for 21st Century Learning, and

the Crayola/National Association of Elementary School Principals' "Champion Creatively Alive Children" grant are the inspiration for creatED.

creatED is research-based, and it's been extensively field-tested and refined in partnership with schools and districts across the nation.

We invite you to partner with us, as together we draw on the power of creativity to improve teaching and learning.

Professional Learning from Crayola that's Visually Different.

“This is the type of **professional learning** experience that makes teachers excited about learning and teaching.”

“Art allows students to be ‘**hands-on**’ which is an effective way of teaching and learning especially for young learners.”

“We need to honor students’ pursuit of interest, **questions and challenges.**”

For more information, visit us at www.crayola.com/creatED.

